



ERROL D. GRIFFITHS  
VICE PRESIDENT, ADVERTISING DIRECTOR

March 12, 1996

Mr. Ray Brown  
Media  
Advertising Experti, Ltd.  
280 North Central Avenue  
Suite 310  
Hartsdale, N.Y. 10530

RE: Benson & Hedges Local Area Costs/Closing

Dear Ray,

Pursuant to your memo, the following is to confirm that we cannot isolate EM's circulation as requested by local market.

We can breakout our circulation by State. The cost per State or groups of States provided that the sum circulation is above 45,000 and below 50% of the guaranteed circulation is: \$7,566 (gross space) + \$2,375 (net production charge) per P4CB unit.

2793

EM's total circulation in the five States (California, Louisiana, Texas, Georgia, Illinois) is 65,000. At present we do not have a circulation by local market definition.

Ray, copysplits and regional ads are on the same closing schedule as national runs. However, we would appreciate a few weeks notice of your regional plans to avoid positioning problems and mistakes. Please call me if there are any questions. Thanks.

LA  
5800

TEXAS  
13,303

Georgia  
12,200

Best regards,

CC: W. Garrison Jackson  
K. Marryshow  
R. Schneider

2060295951

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